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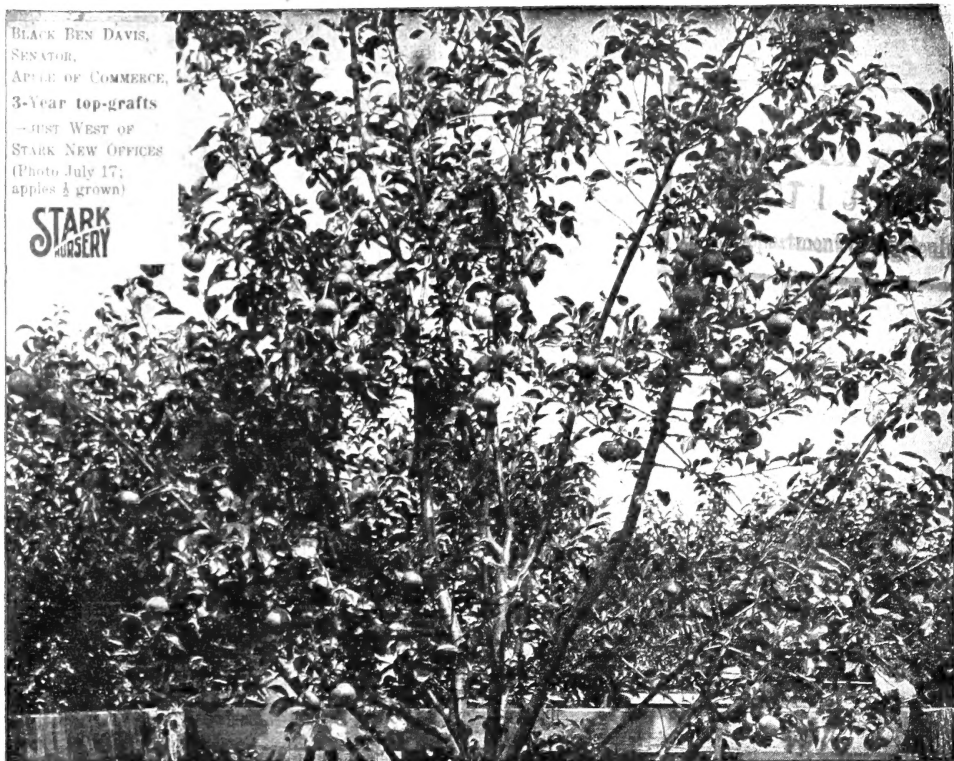
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BLACK BEN DAVIS,
SENATOR,
APPLE OF COMMERCE,
3-Year top-grafts

—JUST WEST OF
STARK NEW OFFICES
(Photo July 17;
apples & grown)

STARK
NURSERY



“Gratitude of the World” for Black Ben Davis.

THE APPLE FOR THE MILLIONS.—Extracts from Some Recent Letters to Stark Bro's, Louisiana, Mo.

I've gained more valuable hints from your literature than from almost any other source. It is better adapted to our MOUNTAIN climate than most of our Calif. publications. . . . Have just been gathering apples. My aim has been to find some NEW and BETTER market apples. It has been an experiment, but I wish you could see them! . . . Nero is good but won't keep. Lawver poor—as you have always said. Akin beautiful and I like it. M. B. Twig has not fulfilled expectations. YORK IMPERIAL a grand apple, and I like the way it sets its fruit. JEFFERIS is fine; an apple that all like and ask for more—rich and satisfying. Barry is surely no honor to the name. **BLACK BEN DAVIS** I'm proud of; it is simply grand.—Frank Femmons, Home Orchard, Madera Co., California, Oct. 30., 1899.

Eater, March 16, 1900: Have put off replying to your highly valued letter, so as to note keeping qualities of new apples. Season was unfavorable—August cool, September warm, then the mildest of winters, making the test a severe one. . . . **APPLE OF COMMERCE** hung till Dec. 1, through a couple of snow storms, and developed greatly; keeping **hard and sound** yet; none rotted. **DELICIOUS** 2-yr. grafts bore a few specimens; only tasted one myself. It certainly has **high quality**. **GRIMES GOLDEN** here is good a short while, but loses quality too soon. **Springdale** looks well, keeps well if left on the tree till late; but I've no use for it. . . . Must say a word for **COFFELT**; a good apple; not among the extras, but **sells well**, gives good satisfaction; good grower, **bears heavily every year**, good color, not too large—**just the size to pack right**. . . . **GANO** is a Ben Davis in tree; redder, but smaller; gets mealy by mid-winter. **BLACK BEN DAVIS** still holds its own; sound yet. Sent specimens to many parts of the state. **Everyone praises it highly**. It is a grand apple and you deserve the **gratitude of the world** for its introduction. . . . I shall always feel grateful to you for the many ways you have helped me in my effort, and particularly for kindness and friendly feeling so often expressed.—Frank Femmons.

Eater, Nov. 1, 1900: Apple crop thru this mountain fruit belt is better than for some years past. I think more highly of nearly all the **new** sorts than last year, when I first fruited some of them. **BLACK BEN DAVIS** was my **first choice** last year, and I still give it **first place**—the **most beautiful apple grown**. **APPLE OF COMMERCE** developed a good flavor **late in the spring** and proved a remarkably fine keeper. **CHAMPION** is my second choice—even size, good shape, bright color, good flavor, keeps well and hangs well on the tree. **DELICIOUS**—well, that **name** tells the whole story. **Prizetaker** has done well and looks fine—covered with the heaviest bloom. Attracts much attention.—Frank Femmons.

BLACK BEN DAVIS apples came to hand all right, and was very glad to receive them, as I **could not believe** the Gano and Black Ben Davis were identical, judging from what I had seen of the fruit. I am very glad to know **Black Ben Davis** is **such a good keeper**; they were all sound when they reached me and kept so until they were all eaten,—whereas the **Gano** were nearly all more or less **decayed**. I can-

not see how anyone can make the mistake of considering Black Ben Davis and Gano alike. Flesh of Black Ben Davis is yellowish and has a sweetish taste, reminding one of Gilpin, while Gano has white flesh and flavor like Ben Davis.—E. A. Riehl, Supt. Ill. Exp. Station, Alton, Ill., May 6, 1900.

Later.—Yours of the 12th received and noted. As I am not in the nursery business, I can discuss the B. B. Davis matter **without prejudice**. I only want the truth. Whether Black Ben Davis has any Gilpin blood or not can never be proven. I only form the opinion that such may be the case, from the flavor, texture and shape of the fruit. Gilpin is an old variety, and it is quite possible that it pollinated the seed that produced B. B. Davis—which is **surely a valuable apple** and so much **better** than Ben Davis or Gano that I cannot understand how anyone who **pretends** to be a judge can think them alike.—E. A. Riehl.

BLACK BEN DAVIS bore two fine apples this season, on top grafts set spring 1899. They were as large as Ben Davis, but of almost **solid red color**, instead of stripes or splashes. The tree grafted to Champion bore one sample. So much for the first crop, but it proves conclusively that these two kinds are **young bearers**—grafts set 18 months ago.—Frank O. Harrington, Iowa Co., Iowa, Oct. 18, 1900.

BLACK BEN DAVIS are showing beautiful color; so much more than any others—especially Ben Davis, by which they are surrounded. I have noted them since 1895; they have **never failed** to have a good crop. W. M. Norwood, the nurseryman, who lives near the old trees, says they are **different from Gano; deeper red and richer color and of better quality**; says he has **never known them to fail** a crop. Another **great point**: I have noticed that Black Ben Davis is **not nearly so badly affected** by bitter rot as other sorts in same orchard.—Prof. W. G. Vincenheller, Ark. Exp. Sta., Aug. 1, 1900.

BLACK BEN DAVIS Bears 4 Years from Graft.—The 1-yr. grafted Black Ben Davis trees which you furnished Mr. C. B. Kountze Spring 1897, have done **remarkably well**, and have **fully caught up** with the 2-yr trees planted the same time. Furthermore, you would hardly believe it, but these Black Ben Davis **bore a few apples** this last summer, which colored up perfectly—the **handsomest** apples I ever saw. Black Ben Davis is certainly a **very early bearer** and the fruit **cannot be excelled**.—Wesley Page, Supt. Kountze Bros.' Orchards, Arapahoe Co., Colo., Nov. 1, 1900. [BLACK BEN DAVIS has shown its **young bearing** habit in so **many localities** that it is impossible for local conditions to have been the cause in **each** case; without doubt, it is one of the **youngest bearing sorts grown**.—STARK BRO'S.]

CHICAGO and DELICIOUS are the **Coming Fancy Market Apples**—possessing all good market points, and most valuable of all, **quality the very finest known**.

There is no better judge of apple values than Hon. Parker Earle, Pres't of the Am. Hort. Society, who, by the way, as judge awarded 1st premium to the Stark exhibit at the great St. Louis Fair, not only for high merit, but, as he afterward said, "because every variety was correctly labeled". **DELICIOUS** we have not yet set to Pres't Earle; but Pres't E. A. Riehl says, "**surely well named**".

After testing **CHICAGO**, along with a large number of the best old and new sorts, Pres't Earle wrote: "It impresses me as the **finest apple in the entire collection**".

CHICAGO is now **first introduced exclusively by us**. Can be obtained **nowhere** else: we own every tree in existence, and have been **three years** working up a stock large enough to enable us to make introductory prices rock-bottom, **one tree or one thousand**. Experts pronounce **CHICAGO** the best winter apple known. Will delight all beyond every expectation. Bids fair to excel nearly all varieties hitherto grown.

A visit to the original **DELICIOUS** tree, in Madison Co., Iowa, 35 miles from Des Moines, was made by our Mr. C. M. Stark, Nov. 1, 1900. Even at that late date apples were still hanging—the 14th crop without a failure. A full and **sure bearer**, and must become a **great fancy market apple**. We know many other good apples; not one is so **absolutely delicious**. For the last 5 years we had known **Delicious** to be an **extraordinary apple**; but it even surpasses our expectations. If you want to grow and sell the **very best apple in existence**, plant **DELICIOUS**: beautiful, fragrant, perfumed, juicy, melting—rivaling a **Seckel pear** in texture, flavor and quality.

APPLE OF COMMERCE, SENATOR and CHAMPION.—In October, 1900, our Mr. C. M. Stark spent two weeks in the apple region of Ark. where these three now famous apples and Black Ben Davis originated. Briefly, one result of this visit is: We shall grow and plant these four sorts **more largely**.

Mr. P. Gholson, of Benton Co., Ark., says: "Apple of Commerce [local name, Lady Pippin] will lay it over anything grown; have kept it **until July**; a fine bearer, a fine keeper, and is proof against bitter rot; have been growing it for 24 years and am **going to set more**. My 24-yr. trees have **never missed a crop** since they first commenced bearing, and my younger trees, now 12 years old, have the same record".

Mr. Gholson has two rows of Apple of Commerce in a 24-yr. orchard. Many trees of **other varieties** have already **passed away**, but there is **not a break** in the Apple of Commerce; and the trees of this age, as well as the younger, were **loaded with fine, LARGE fruit**. Mr. Gholson sold his crop of **Apple of Commerce 40% higher** than Ben Davis. Later, Chapman & Harris, on the Frisco R.R., paid **50% more for Apple of Commerce than for Ben Davis**. This shows conclusively that a demand is rapidly growing for **better apples** than **Ben Davis** and that buyers are willing to pay for such fruit. Furthermore, both orchardists and buyers say that the man who has an orchard of **straight Ben Davis** finds it **increasingly hard** to make a sale; for buyers prefer taking Ben Davis only in connection with **better sorts**.

Mr. H. Highfill, a neighbor of Mr. Gholson's, and the originator of Highfill apple, says he has often wished all his trees were Apple of Commerce, as it **bears as young** as Ben Davis and is **equally productive**.

SENATOR bore a **fine crop** this year as usual: fully bears out all claims made for it. Its beautiful color and **surpassing quality** will soon bring it into still greater popularity; as the tree is a remarkably **strong and thrifty grower**, orchardists will welcome it as a "**quality apple**".

CHAMPION we think more of than ever. A most regular and heavy bearer, fine color, and while not extra large, is of fine size for marketing and fruit is **very uniform**—a great point in a market apple. Bulletin No. 60 of the Ark. Experiment Station says: "Fruit well colored and smooth; a good keeper and apples are usually **nearly all marketable**". This is a promising apple and a safe variety for planting in this section. The original tree is still bearing good crops".

STARK TREES GOLD (TRADE MARK) STARK BROS

NO LONGER AN EXPERIMENT

HAS PROVEN ITSELF OVER A LARGER TERRITORY THAN ANY FRUIT KNOWN.

Gold is the Most Beautiful plum that could be imagined, of the **largest size, good quality** and abundantly **productive**.—E. A. Riehl, Supt. Ill. Exp. Station, Sept., 1900.

The Gold Plum samples reached us Sept. 19, and we soon tested their qualities, tho we were tempted to retain them as long as possible because of their beauty. They were indeed a **feast for the eye**. To the **taste** they were a **delight** beyond that we ever experienced from eating a plum,—tender, juicy and of **exquisite flavor**. No collection of fruit trees is complete without Gold plum.—Colmar's Rural World, Sept. 26, 1900.

Gold Truly a Grand Acquisition—Surpassed all other plums with us this year. A few fine specimens are still hanging on the tree.—Edwin H. Riehl, Alton, Ill., Oct. 10, 1900.

Stark Bro's sent specimens of Gold plum, a new variety which has been criticised by some. We cannot judge, from the fruit at least, where there is occasion to kick, but there are people who would object to the seat assigned them in paradise. Gold is not a pure bred Jap, but a cross-bred native and Japan, the seed parent being one of the **best, hardest** native American plums. In the Grand Valley where Gold plum has fruited for **three years**, the planters are well pleased, and four boxes from there were on exhibition last fall at our State Horticultural Fruit Show. The trees are very hardy and have **never winter killed**. The plums hug the limbs so closely that the wind cannot blow them off. The fruit will ship a long distance and remain **perfectly solid**, although the skin is somewhat thin and **lacking in that acid secretion** which gives such an unpleasant flavor to many plums.—Denver Field and Farm, Sept. 29, 1900.

Good Work Appreciated.—Your kind note regarding my crate of "Gold" rec'd and I beg to say it was **only a drop of what orchardists owe you** for the many things you have done to force nurseries to grow good trees. It used to be impossible to get a lot of trees true to name, but good, honest work forced all to be careful.—S. W. Hoyt, Vacaville, Cal., Aug. 1, 1900.

[Above in answer to our letter of thanks for a crate of extra fine Gold sent us free of charge.]

No One Can Deny that the rich yellow of the plum which Stark Brothers have trademarked "Gold" entitles it to the name. Fruit is remarkably attractive, with a transparent quality which makes one **want to taste it**. By the courtesy of the Stark Bro's, each of the editors had an opportunity to sample Gold and each pronounced it of fine flavor, remarkably sweet—on the whole, as **delicious** a plum as ever came to the editorial sanctum. Could the orchardist looking for an improvement in plums, or the housekeeper who wants fine flavored fruit for home use make the test permitted to us there would be no question about the selection of Gold.—Farm, Field and Fireside, Sept. 29, 1900.

I Consider Gold a Valuable Plum, from the consumer's standpoint. Very fine color, excellent flavor.—E. C. Powell, Editor New England Homestead.

Larger than Sample.—Received sample Gold plum, but I can beat them nearly half. My Gold trees are the first you sent out in '95; they have given me **four crops in the five years** since they were planted.—Francis M. Troth, Van Buren Co., Ia., Sept. 13, 1900.

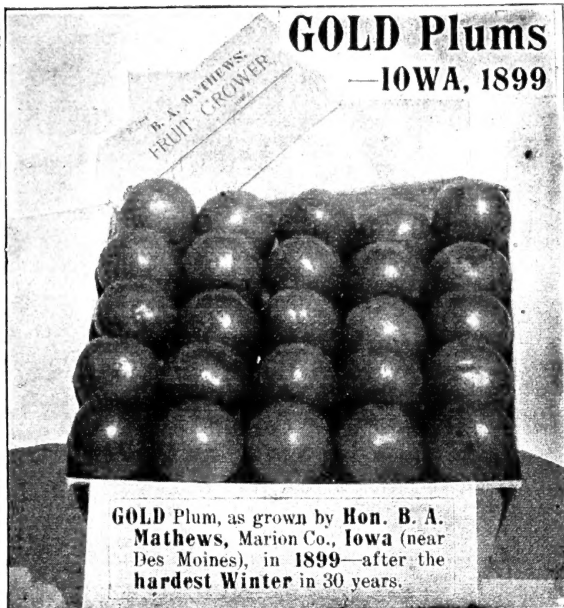
Simply Magnificent.—To-day I witnessed the grandest sight of my life in tree fruits: In orchard of Mr. Fleeman on 400 Gold plum trees set just 4 years ago, I found great, golden wreaths of solid fruit, very uniform and **SIMPLY MAGNIFICENT**. On one twig measuring 3 feet, were 50 large, even sized plums. A sight worth going miles to see.—W. T. Davis, Buchanan Co., Mo., July, '00.

Bearing One Year After Planting.—I obtained sample Gold plum in this city. Tree small, 2 yr. set; bore 100 plums last Aug. and feel confident more than a bushel this year.—W. S. Gardner, Lamar Co., Tex., July 21, 1900.

My **GOLD** trees full of fine plums, as good as they are fine.—C. V. Thompson, Cleveland Co., Okla., July, 1900.

GOLD Plums

—IOWA, 1899



GOLD Plum, as grown by **Hon. B. A. Mathews**, Marion Co., Iowa (near Des Moines), in 1899—after the **hardest Winter** in 30 years.

Have Fruited Gold 5 Years; a full bearer, very fine. Attracted attention at our State Fair. I shipped some Gold to Des Moines to see how it would sell. **Shall plant more Gold trees** this fall and push it.—B. A. Mathews, Knoxville, Iowa, Sept. 5, 1900.

Gold at Hort. Soc.—At last meeting of our Society the Pres't had twigs of Gold plum which were beautiful. The tree is literally loaded. There will be a number of trees ordered from this section.—J. M. Irvin, Ed. Western Fruit Grower, July 30, 1900.

Stark Bro's, Louisiana, Mo., send us samples of their Gold plum. The plum is round, indented at stem like an apple; of medium size—**larger** than Wild Goose—light red, shading to yellow in color, and dark yellow flesh. Flavor "peachy" and almost free from acid at skin and stone. These samples indicate that **GOLD** is one of the **very best** plums for eating out of hand. If the tree and buds are hardy and the fruit not subject to rot we must regard this plum as an important acquisition.—Nebraska Farmer, Oct. 4, 1900.

Bearing Under Difficulties.—Specimens of Gold received. They are fine. Mine this season have encountered a whole procession of storms, hot winds, grass hoppers, hail, drouth, etc., but have some fruit still on the tree.—E. H. Clark, Kans., July 21, 1900.

Queen of All Plums is Gold; for size and beauty they surpass the picture. One tree from you 3 years ago bore last year and this. Last year I planted 10 more trees of Gold, most have plums; this spring planted 10 more, which are doing fine in spite of drouth. Have orchard 100 plum trees, mostly Japs, from your nursery—20 RED JUNE, set 2 years, had very fine plums; BURBANK, set 3 years, are nothing but a mass of plums and must be propped; tree very hardy like Gold and Red June. **ABUNDANCE**, have had to rope to keep from breaking; fine, but not so hardy in tree and bud as Gold. Will dig out my natives from other nurseries and replace everything with Gold, Red June and Burbank, **STARK TREES**. Farmers should plant Jap plums instead of peaches in northern Iowa, Neb. and Kas., where peach buds freeze. Then they are **sure** of fruit every year.—T. M. Fleming, Republic Co., Kans., July 20, 1900.

A Good Word for Jap Plums.—You wrote me to have patience with my Jap plums—they would surprise me with their crops. They not only surprised me, but every one that saw them; all exclaimed, "I never saw anything like it! What kind of plums are they?" **Sold 85 boxes from one tree**, besides those that were eaten. Am picking Chabot now; they are loaded—have to tie and prop every limb. Will plant more Japs.—Mrs. Elmira Gable, Peoria Co., Ill., Aug. 27, 1900.

Gold Attracts Great Attention; an abundant bearer and very hardy.—Wm. Bomgardner, Colo.

Want More Trees, Especially GOLD.—Sample rec'd 15 days ago, and wanted to preserve, but don't you know Adam has a whole lot of descendants? It must have been a Gold plum that Eve tempted him with. I ate one damaged in the mail (carried 20 miles horse-back); so good I ate another; first plum I ever saw could bite a mouthful like an apple. The seed is so small why don't you call it seedless? Some nurserymen would. One plum is keeping fine to-day except where bruised, and bruises don't rot—simply dry up same as Ben Davis apple.—L. Goldwin, Pueblo Co., Colo., Aug. 9, 1900.

Stands Drought.—Went carefully over Gold plum trees this morning just to see how much damage by failure of irrigation ditches; not a drop of water since middle of June, and every day hot. I feel quite sure I can select enough good specimens to make you happy. Crop is very large for such small trees, but think I can get do you some good in that line.—W. M. Hastings, Delta Co., Colo., Aug. 4, 1900. [Mr. Hastings sent us later 25 crates of extra fine fruit from these trees.]

Three or Four Hundred Plums on one little tree of Gold planted two years ago. Gold, Red June and Burbank are beginning to bear here.—W. O. Norvall, Redwillow Co., Neb., July 14, 1900.

Gold All Right, As Usual.—Your Gold plum all right here; whilst tree healthy and clean, it is smaller in habit of growth than Burbank, Red June, etc.—A. Pullen, Nurseryman and Fruit Grower, Kent Co., Dela.

Four Bushels from a Four-Yr. Tree.—Gold plums sent you came from tree just 4 years from bud, and I gathered a little over 4 bushels from it.—E. V. Dunn, Tarrant Co., Tex., July 27, 1900.

Worth the Price.—Gold plums are grand and the trees are cheap at any price.—J. L. Young, Warren Co., Ill., July 24, 1900.

From Buchanan Co., Iowa, "Pioneer," July 21, 1900:—C. C. Nelson shows samples of Gold plum raised in Iowa. To say the least, they are the finest plums ever grown around this part of Iowa and we cannot conceive why everyone who has spare land does not have an abundance of this luscious fruit.

Sample Gold plum received. Very much taken with it. Will put out some trees of Gold next spring.—W. C. Scott, Greene Co., Ill., July 15, 1900.

Gold is a Marvel of beauty and sweetness, a thing we can say without fear of contradiction, because we have partaken of this luscious fruit. A fine shipper, as is shown by condition in which some sent to this office by mail were received, and we are confident that every orchardist will find it a great acquisition.—Farmers' Exchange, Sept. 20, 1900.

Gold at \$1.50 per Peck, or \$6 per bushel.—In 1896 I worked hard, talked fruit and induced a few farmers to plant your leading varieties, such as Gold, Red June, etc. To-day one man sold Gold plums at \$1.50 per peck; also had Red June and says fruit was as large as hens' eggs, and that if he had planted freely of these two plums he would now have a gold mine. "You have the greatest fruits in the world and if more farmers could be induced to plant them, they would have more of the 'long green'."—J. H. Davis, Van Zandt Co., Tex., July 16, 1900.

STARK TREES ADVERTISE THEMSELVES.—Gold plums received and admired by everybody. Had no trouble in getting first-class recommendations from parties who have planted your trees. H. R. Lundy, Merrick Co., Neb., July 20, 1900.

From the Trade.—Sample Gold plum received; we are well pleased with it and would like to catalogue it this fall if we can make such arrangements with you.—Nurserymen, Tarrant Co., Tex., July 26, 1900.

Like Nuggets of Gold—Gold for sure—are the plums received to-day. Shall see what Gold will do.—Chas. E. Shue, Shenandoah Co., Va., July 22, 1900.

Exceeded Expectations.—Gold the finest thing I ever saw in plum line; far ahead of my expectations.—J. S. Massey, Meade Co., Ky., July 23, 1900.

A Wonder to Behold are the Gold plums bought of you 2 yrs. ago; the most beautiful plum old York Co. ever saw. And not ripe yet and much larger than samples you sent. You will remember that trees shipped on Nov. 1 did not arrive until Dec. 16. Notwithstanding long delay, every tree growing in spite of dry summer.—R. A. Knisely, York Co., Pa., Aug. 6, 1900.

EXPERIENCE.—Gold has proved itself everywhere, surprising even horticulturists as to its wide adaptability. Gold was bred to prove a winner; knowing this we had no hesitancy in paying \$3000 for original tree, because we had faith in it and appreciated the value of just such a plum. It's the plum for the millions.—STARK BRO'S.

Plant Gold Plums largely, for ornament as well as for utility and profit; they are beauties and no mistake.—W. J. Emmerson, Union Co., Iowa, July 20, 1900.

Pres't First National Bank, W. S. Algeirs, says Gold plum is worth \$5 per bu.—never saw any plum so fine. Your stock is your best advertisement. After making 16 deliveries for you, have found only one mistake, and stock has given general satisfaction.—S. C. Kyle, Montgomery Co., Iowa, July 23, 1900.

Unfortunately for the Editor, a sample of Gold Plum came to the office during his absence. The office force had a plum feast, and Mr. F. M. Stahl wrote the editor as follows: "When you write the report on Gold Plum make it just as strong as you please. We will vouch for all you say concerning it. The proof of the plum is in the eating—and we know what became of the plum." This was intended for the editor alone and is a perfectly frank, honest statement.—John E. Stahl in Farmers' Call, Sept. 27, 1900.

Changed His Opinion.—Mr. Reams a few weeks ago told me Gold was a fraud and threatened to cut his trees down because plums were so small. Yesterday he said he was too hasty, as plums had grown just before ripening, to a very large size; said he would not take \$5 apiece for the trees.—W. A. Perkins, Cooke Co., Tex.

Samples of Gold Were Grand, but small when compared with those raised by my father. His little trees were loaded with the finest fruit I ever saw.—Wm. Sherwin, Scott Co., Ill., Sept. 20, 1900.

Equal the Sample.—Gold plums received; they are beauties. Have some on my trees that will be just as nice.—C. A. Huyck, Sanders Co., Neb., July 27, 1900.

Gold Bears Everywhere.—A tree of Gold in orchard of Mr. Hutchinson, has undoubtedly more and finer fruit than anything ever seen in this part of the country.—Thos. Miller, Sebastian Co., Ark.

Finest Thing I Ever Saw. I find Fruit Book does not flatter Gold in the least.—Wm. Barnes, Cleveland Co., Okla., July 15, 1900.

Six Inches in Circumference.—Mr. Condon has a Gold tree and most of the plums measure 6 inches strong around; so you see we can beat your sample right here.—A. G. Lietch, Henry Co., Iowa, Sept. 6, 1900.

Excellent Flavor, Fine Color, Good Size, are the Gold Plum just rec'd. Just the plum for our climate and soil. Gold trees bought of you two years ago made wonderful growth.—D. W. Herman, Member Ill. Horticultural Society, Tazewell Co., Ill., Sept. 19, 1900.

"Wild Goose Will Have to Stand Aside, though thought mine the finest plum on record; but Gold takes the lead," said Jas. Lyons when I showed him sample of Gold. Everyone was delighted—could hardly believe they were plums.—E. W. Early, Lincoln Co., Mo.

